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A study for rural development

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A STUDY FOR RURAL REDEVELOPMENT

BY

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ARTS IN THE COLLEGE OF FINE AND
APPLIED ARTS OF THE ROCHESTER
INSTITUTE OF TECHNOLOGY

JUNE 1963

PROFESSOR RICHARD ARNOLD

ADVISOR

DEDICATION

TO MY WIFE, NANCY

WITH SPECIAL APPRECIATION TO FIRMS
AND INDIVIDUALS WHO SUPPLIED
ASSISTANCE AND INFORMATION FOR
THIS REPORT

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INTRODUCTION

It is generally accepted that many small communities, with population under five thousand people, are becoming increasingly important in their very existence to the life of rural America. Many communities have survived because of their geographical location, while others are slowly becoming extinct. The reasons behind these opposite results of rural life is varied, and this report will deal with the problems of a small community, not unlike so many others with similar problems. It is because of the typical nature of the problems concerning this small town and its relation to other communities that it was selected as a case study for this report.

This report shall attempt to reveal certain proposals which may be applicable not only to this particular town, but to other communities with similar problems.

In such a report as this, the attempt was made to approach the problem from the economic, social and recreational standpoint. An investigation into the background of the community, its natural resources, and its people, were studied so that a solution could

INTRODUCTION (Continued)

more easily suit all factions of community life.
What follows is the result of this investigation,
followed with a series of proposals and an explanation
of the Thesis Project as constructed.

VICTOR, NEW YORK - THE TOWN

Victor, New York, located in Ontario County, is in the enviable position of being the core of an area becoming increasingly important in recreation, industrial gains, and population shifts.

With the industrial and population center of Rochester to the north, and Canandaigua a major recreational center to the south, Victor is in a position to offer commercial and residential land of practically any choice. It borders the New York State Thruway, and so positioned places itself in geographical importance to the natural expansion of Rochester.

The Town of Victor has an area of approximately 35.1 square miles, and is rectangular in shape. It measures 5.8 miles east and west, and 6.4 miles north and south. The landscape is characterized by a combination of rolling hills, steep hillsides, and a belt of low-lying flat land that cuts across the town in an east-west direction.

The pattern of development is characterized by scattered residences and farms, small settlements at Fishers and East Victor, and a number of commercial establishments along Route 96. (EXHIBIT AA)

VICTOR, NEW YORK - THE TOWN (Continued)

The Village of Victor contains a sizeable concentration of population and retail business uses, and serves as a focal point for the town.

Victor is served by commercial truck transport and by-branches of the New York Central (Auburn Division), and the Lehigh Valley Railroads. The railroad right-of-ways run from the northwest corner of the town to the southeast corner, bisecting the Village as they cut across the community. Trains stop only on prearranged signal for dispersal of bulk materials.

.....ITS PEOPLE

Population in Victor has risen slowly, and has been supported mainly by natural increase within the community. Of extreme importance to Victor is Rochester and the role it plays in the metropolitan scene of which Victor is a part. Because of its extreme importance as a manufacturing and service center, Rochester can be expected to maintain a natural population growth. The effect of this growth will determine Victor's future as a community unless the area itself provides motivation through means of promotion. Because of its large tracts of usable land for development, Victor may very well become a residential suburb similar to

.....ITS PEOPLE (Continued)

the neighboring towns to the north. It stands repeating, that the natural movement of population may prove very slow and proposals, as outlined in this report, may affect the outcome of the revitalization of the community.

Of a serious consequence to the people of Victor has been the steady decline of what was once a predominant farm community. The number of rural non-farm residences has been increasing as the smaller farms are purchased by retiring families and Rochester commuters, for residential use.

A 1959 survey proposed that Victor's population would increase by 60% by 1980. At the time of the 1950 Census, the population figure for the Town and Village of Victor, was 2,640. In January 1963, the census figure was 3,287 showing an increase of 8%. If the initial estimate of 60% increase in population is to be realized, certain steps will have to be undertaken to promote the village and town areas.

The following chart illustrates the chronological breakdown of age groups as they exist today.

.....ECONOMIC BASE

Farming remains the most important economic activity of the area in spite of the fact of its decline in recent years. However, the land availability for commercial interests has attracted several industrial plants, including The Chemetron Corporation, The J. Hungerford Smith Company, and the Commercial Case Corporation. These companies coupled with existing businesses (retail), and an electrical equipment firm (Victor Insulators Division of International Circuit Breakers Company), plus a number of small assembly-type activities, reveal the attractiveness of the area to industrial firms.

It is this availability of commercial land that makes the area significant to future industrial growth.

CHART 1

AGE % SEX PROFILE

1950-1960

2,640

1950 Population

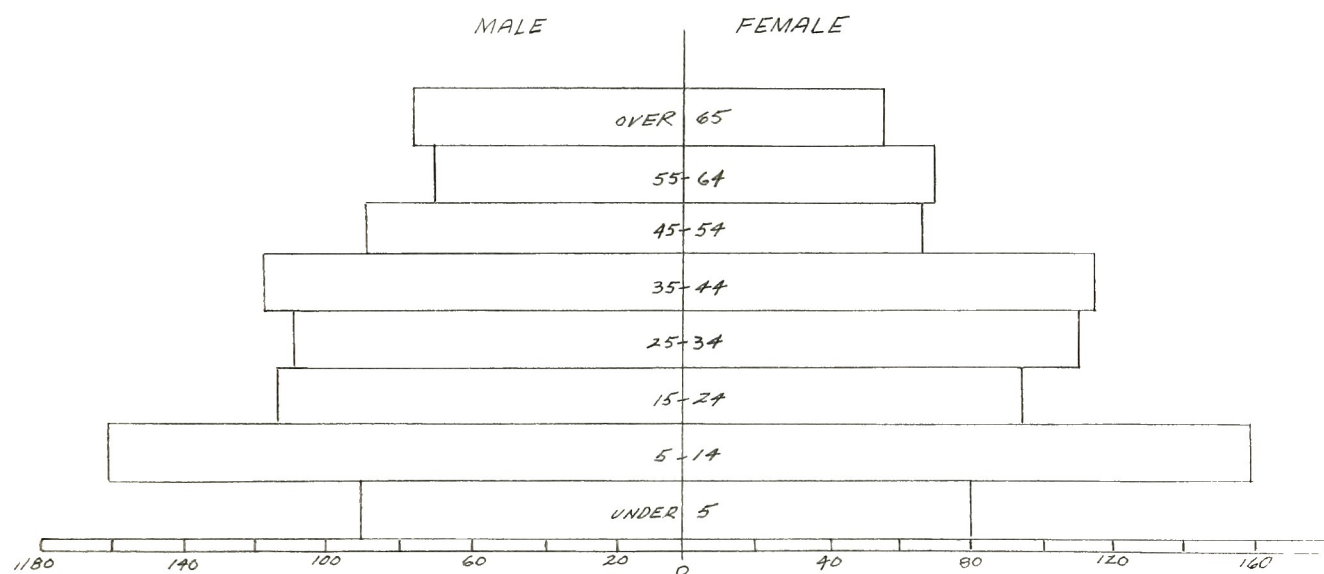
647

Increase from 1950 to 1960

0

Decrease from 1950 to 1960

3,287



SOURCE: U. S. Bureau of Census

.....PHYSICAL CHARACTERISTICS

The Town of Victor is located in the central lowland and undulating plain between the Alleghany Plateau to the south, and the lake plain to the north. The physical character of the land is dominated by two major highland areas separated from each other by the area of low-lying land crossing the town from the east to the northwest. The northern section is very irregular and is largely cut up by a series of ridges and valleys. The remaining sections in the northern section contain numerous rolling hills punctuated by drumlin-like hills. The southern section is predominantly rolling hills, and is dominated by several large hills reaching an elevation of more than 1,000 feet in the Hopper Hills Section. Throughout the highland area, many good level building sites lend themselves to possible low density residential development.

The belt of low-lying land separating the highland areas forms the major drainage system for the town and has two stream beds - Ganarqua Creek and Irondequoit Creek, both of which eventually empty into Lake Ontario. A buried canyon of the pre-glacial Ironogenesee River flows under Fishers, and supplies Irondequoit Creek and numerous small streams with water as it seeps to the surface in form of springs. (EXHIBIT BB and CC).

.....PHYSICAL CHARACTERISTICS (Continued)

The Town area, after the post-glacial period, was mostly a lake bottom. Sand, silt and clay were deposited, and because of this, the land today (in the topsoil layers) is sandy and clay-type silt loam. The underlying subsoil is generally sand and gravel substance. Rock formations underlying the Town consist of limestone and shale.

The climate of Victor is characteristic of the region--namely, warm summers and cold winters. It is considerably humid, with an average rainfall of 31 inches. Extremes in temperature vary from 25 degrees F. to 103 degrees F. above, while the mean monthly temperatures range from 14.5 degrees in February (Min.) to 82.5 degrees during the month of July (Max.). Prevailing winds are from the southwest and west during the summer months, and from the west in the winter.

.....EXISTING LAND USE

Approximately 92% of the total land area, or 20,594 acres, is open and undeveloped, although much of this land is in actual farm use. Approximately 5,210 acres are unsuitable for development due to rocky or steep hills with slopes greater than 15%, swamps and marshy low-lying areas. Therefore, approximately 15,384 acres remain suitable for development.

It is estimated that land available could absorb upwards of one hundred times the existing population.

The following chart (Chart 2) shows land use in the Town of Victor.

CHART 2

LAND USE IN THE TOWN OF VICTOR,
NEW YORK

<u>Type of Use</u>	<u>Acres</u>	<u>Developed/%</u>	<u>Town Area/%</u>
Residential	470	25.0	2.1
Business	20	1.0	-
Industrial	430	23.0	1.9
Public & Quasi-Public	70	4.0	-
Streets & Highways	820	44.0	3.6
Railroads	60	3.0	-
Total-Developed Land	1,870	100.0	7.6
Total-Undeveloped Land	<u>20,594</u>		<u>92.4</u>
Total-Town Area -	22,464		100.0

SOURCE: Arthur Reed Associates
Syracuse, New York

.....EXISTING PROBLEMS

During the investigation of the Town of Victor, several items of deficiency became apparent, and the following noted:

Water System - All Town residents have private water supply originating from wells or springs. The Village of Victor has a spring, storage tanks, and a distribution system.

The present system of water distribution appears to be adequate; however, the influx of any large quantity of population will create problems and additional provisions will have to be investigated.

One solution might be the study of plans for a trunk line from Canandaigua or any other area outside the Town, with an excessive supply of water.

Sewage System - As of 1959, there were no public sewage facilities in existence, although it was reported that a study was to be undertaken to solve this problem.

Municipal Police Supervision - With the exception of one lady patrolman, there are no local police available. State Police have jurisdiction in traffic and civil matters of protection, but it is suggested that a local force be initiated for what may prove to be extremely necessary in the future should any marked increase in population be noted.

.....EXISTING PROBLEMS (Continued)

Recreational Facilities - As of this writing, recreational facilities are confined to church-sponsored youth groups, or activities at the new Central High School. Until such time as the influx of population demands more facilities than already supplied, it is suggested that the present facilities and youth programs be continued, with additional emphasis being placed on the youths' role in local government. For example: The Junior Chamber of Commerce and/or youth projects specifically designed to enhance the present facilities of the Town and Village should be initiated.

Commercial Establishments - Presently, most shopping is done in outlying areas of nearby cities and towns. This loss of trade is due, in part, to the lack of a "central core" of shopping to provide efficient one-stop shopping in an atmosphere conducive to effective trade relations.

It is due to this one particular problem, that the idea of a "Shopping Mall" was created. A place which would be creditable in atmosphere, a concentration of shopping areas, closely assimilated to Town and Village Offices, and providing a cultural display center, would provide the type of area which, in the estimation of the writer, would provide the most feasible solution to a series of problems.

.....EXISTING PROBLEMS (Continued)

Traffic Flow and Patterns - There exists one pertinent problem concerning traffic flow, and it exists within the confines of the Village of Victor. A heavy traffic flow through the Village during peak hours of commuter travel has created a problem with a tie-up at the single traffic light in the center of the Village, and a narrow bridge at the south end of the Village. (EXHIBIT AA).

The move of the business center outside of the village, the possible replacement of the present traffic signal to a caution light, straightening of Route 96 at the south end of the village, and the overall widening of Route 96 through the town limits, may all contribute to the elimination of the present traffic problem.

Finally, there exists a large number of currently unoccupied buildings which are unsightly and, in some instances, dangerous to the surrounding structures near them. It would be of primary importance that these buildings either be eliminated, or repaired, and ultimately utilized in some capacity as suggested by their location.

.....EXISTING PROBLEMS (Continued)

Summary of Existing Problems - Because of the problems outlined above, this report seems to be quite appropriate in its relationship to some possible solutions. In addition to the suggestions for improvements already noted, a facility should be provided for the retired or semi-retired individuals of the community. The selection of any particular symbol meaningful to all elderly groups may not answer the needs completely.

The provision of a place to meet, recreational needs suited to the age requirement, and in particular, a recognition of the problems of the "retiree" is most important. The cry of the public today with its emphasis on youth and their problems seem to be also appropriate where the "elderly person" is concerned. If this feeling can be conveyed to the older age group, it will create an atmosphere conducive to the creation of a growing community.

Facilities provided in the community already amount to small social clubs, fishing and hunting clubs, bowling and private social events. To this, I would set aside, in the enactment of any planning, an area for organized activities, both for youth and elderly, plus the addition of a small nine hole golf course. (EXHIBITS H & I - Z)

.....ABOUT THE THESIS PROJECT

When the idea for a re-development, in this case----Victor, New York, was believed feasible, many proposals were considered and in turn rejected by this writer. Originally, the proposed development was designed to be contained within the Village of Victor, however, this idea was rejected when the problems of space and restrictions of noise and traffic control were realized. The amount of usable land space within the village seems to be lacking for a plan of this type. Therefore, to allow ample room for future expansion of units within the Mall, the decision was made to locate the development in the Town of Victor.

A likely site proved to be more difficult than originally thought. With the obvious amounts of available land, it would seem that there would be no problem of location. However, such was not the case, in that an area large enough to contain the necessary buildings, available to easy traffic access, and an area removed from the noise of the railroad lines, was difficult to find.

A site was located along Route 96, just south of the New York State Thruway and Exit 45, between the intersection of Willow Brook and Hughes Roads, where they join Route 96.

.....ABOUT THE THESIS PROJECT (Continued)

The first proposal, or solution, was the extension of the four lanes of traffic to a point near Route 251 and Lane Road from its present origination near the New York State Thruway over-pass near Willow Brook Road. With four lanes of traffic (Two each in north-south directions) and access ramps to the shopping area, limited access with a minimum of traffic tie-up, is the expected result.

Notable in regards to that portion of the highway, which intersects with the cross-over access to the shopping mall, is the lighting of the surface, rather than over-head lighting by conventional means. This lighting plan would succeed in lighting the road surface and portions of the surrounding terrain without the overhead glare so predominant in present lighting methods. Tests taken along the New Jersey Turnpike by lighting engineers have proven the effectiveness of such a method, and also the increased effectiveness under foggy conditions which are prominent in this area. It would also be recommended that roads (both thru and access) would be heated by means of heat elements embedded in the road surface. These heated road sections should be initiated at a minimum of 1,000 feet in all

.....ABOUT THE THESIS PROJECT (Continued)

directions to the intersection with the exception of the parking areas which would be heated only from access and release ramps to the major flow of traffic. The theory of elevating the road surface in the area of the shopping mall is related to the principle of non-contact with ground surface providing a lesser degree of freezing at sub-normal temperatures. (EXHIBITS O & P)

Set into a carved-away section of the hill to the east of the Mall Road Intersection, would be the placement of the Administrative Offices for both the Village and the Town. A two story structure of glass and curtain wall construction would contain numerous civic offices; small independent offices which would provide a nucleus for Town and Village government. Overall, the building measures 8,160 square feet, with two floors and a design which lends itself to possible expansion to future stories, as needed. Lawns surrounding the building and a commanding view across the Mall create a pleasant atmosphere in which to work. Set on a plateau of concrete which provides limited parking, the building is entered into from an elevator set at ground level with accompanying escalators. (EXHIBITS O & P).

.....ABOUT THE THESIS PROJECT (Continued)

Turning into the Mall Parking Lot, with provisions for approximately 150 cars, a commanding view of the Mall is quickly evident. Two lanes of traffic flow in both directions across the center of the parking area, as well as single access roads surrounding the parking area. One may find provisions to upper level parking to the rear of the shopping units, or upon turning left from the center entry strip to the east and south of the Exhibition Hall.

From the lower level parking, slightly inclined ramps (heated) lead up to the Mall level where a Reflection Pool is provided for an atmosphere conducive to relaxation and meditation. This also provides an area where friends may meet to converse in unhurried tempo. The importance of such an area which, in the opinion of the writer, seems to be lacking in many of todays shopping centers cannot be over-emphasized. (EXHIBIT L).

Located north of the Reflection Pool, on an upper level (6 feet), are the Modular Units for shopping. These units of varying dimensions are pre-built to the needs of the specific business concerns, and placed in advantageous positions, as needed. In this manner of construction, an individual building may be constructed off the site and put in position when completed. In this manner, the Mall will maintain a system of

.....ABOUT THE THESIS PROJECT (Continued)

completeness without having several items of construction always apparent and spoiling the overall effect. A sidewalk ramp, reached by several inclined ramps from the lower level, is heated and continues easterly around the end building of the shopping units, to the upper tier parking area. (EXHIBIT N).

To the south of the Reflection Pool, on a level with the grass mall, is the Exhibition Hall. Occupying approximately 12,288 square feet, the Exhibition Hall is designed for future expansion to include an auditorium to the rear of the building. With two floors of display area, the Hall would display such items proven necessary for the promotion of the area. This idea of promotion is discussed later in this report, and is of significant importance to the entire project. (EXHIBIT M).

In the Recreational Facilities mentioned in the previous text, a Community owned and maintained golf course has been designed with an accompanying Club House. Basically a structure of panel-wall construction using suitable exterior materials, it contains a Pro-Shop, small Dining Area, and Dressing/Storage Rooms. Measuring approximately 4,050 square feet of interior floor space, the structure is set on a pedestal of concrete pilings and has several access ramps. It has been positioned in such a manner as to create a natural environment with the present contours of the area. The golf course itself,

.....ABOUT THE THESIS PROJECT (Continued)

by its own natural contours, requires very little or no excavating and minimum maintenance. (EXHIBITS H, I, T, U & Z).

Three other examples of structures characteristic of the designs, as utilized in the Mall and Golf Club, are shown. These are the designs for the following:

- (1) Barber Shop - (EXHIBITS A, B, C, D,)
- (2) Automobile
Show Room - (EXHIBIT S)
- (3) Reception
Area - (EXHIBITS E,,F, G,)

The latter can be utilized for a number of businesses. Although not designed specifically for the Thesis Report, these designs are included in the report to provide an answer to a number of businesses which, due to circumstances, may not care to join in the immediate formulation of the Mall.

This report also contains several examples of lighting and extruded aluminum designs which the writer felt distinctive in design and tasteful in their applications. It would be hoped that the ramps and stairways, as provided in the Mall, would be considered for the application of similar designs in actual construction. (EXHIBITS V, W, X, Y,)

.....CONCLUSION

Certain conclusions can be reached from a project of this type, and the writer would like to deal with a couple that were mentioned previously.

1.- I made mention of the Exhibition Hall and its importance to the effect of the total plan. An area to promote outside interests must denote itself as a center of significant importance. Many areas today are utilizing natural landmarks as a tourist attraction. In Victor, a study should be undertaken to determine what would be of most importance to the area. Whether it is a natural heritage of the Town and/or Village, or some other matter of significance, would require much study. Suggestions may be for the establishment of a Shakespearian Center for both amateur and professional performances, an Art Center for the promotion of the amateur or semi-professional painter, or any other number of programs to mark the area as an attraction to induce trade and interest.

Because of the placement of the facilities, as outlined in this report, the Village of Victor would still retain its natural charm and be set apart, as it were, from the activities associated with the Mall.

2.- Previously noted, and due for explanation, is the matter of the models shown as

.....CONCLUSION (Continued)

supplements to the Thesis, and the resultant remark in reference to their application to existing buildings.

In an effort to establish an area of trade and civic concentration outside the confines of the previously accepted "trading area", many individual store owners will find it difficult, or even unnecessary to move their place of business. This is common, and efforts should not be concentrated on these individuals because of their particular circumstances. Therefore, I believe that enough of the Village shopping area should be retained so as to make shopping for essential commodities are easily available. For example, a barber or small individual retail grocer, or even the bank may not desire to relocate. It would only be the obvious success of the Mall which would necessitate their transfer to new quarters. With the available stores, certain planning of facades and interiors along the main right-of-way, the essence of good design can be established and the over-all effect quite attractive.

It should be emphasized that any plans for development within the Town of Victor, should take into consideration, the problems of the opposing group.

.....CONCLUSION (Continued)

It has been a personal experience to me, that when a group neglects to inquire or include the interests of others, there is bound to be some degree of resentment, and perhaps the end result is non-profitable to either.

One significant remark can be made for the nature of the designs contained in this report, and in the actual scale models; that being the over-all lack of color as applied to the actual facades of the buildings. In my opinion, the color white has a certain "lasting effect", the opposite results of which can be seen in a number of shopping areas throughout the country. The total confusion arrived at by the "splashes" of color, each indiscriminately placed by individual store owners, only seem to add to the over-all effect of confusion. There is a great charm in the lush qualities of natural foliage, the blue-green of the Reflection Pool, the window displays of individual stores, the multi-colored cars in the parking areas, and the clothing of the shoppers will add up to the desired color accents.

The proper use of distinctive signs and lights which was not suggested before in this report, but a possibility, and the use of colored concrete can result in the most handsome arrangement.

.....CONCLUSION (Continued)

This has been a truly interesting endeavor. It has provided me with an insight into the realistic difficult work of Urban and Rural Planners. The series of problems to deal with, the speculation as to end results, and the final presentation, has created for this writer, an experience heretofore unknown. Results can never be adequate to all phases of the problem. The numerous concern to so many areas of problem dealings, would necessitate a group of individuals each versed in a certain phase of the planning and construction. This report, and any follow-up report, would certainly be of concern and of course, utmost interest to me.

-END-

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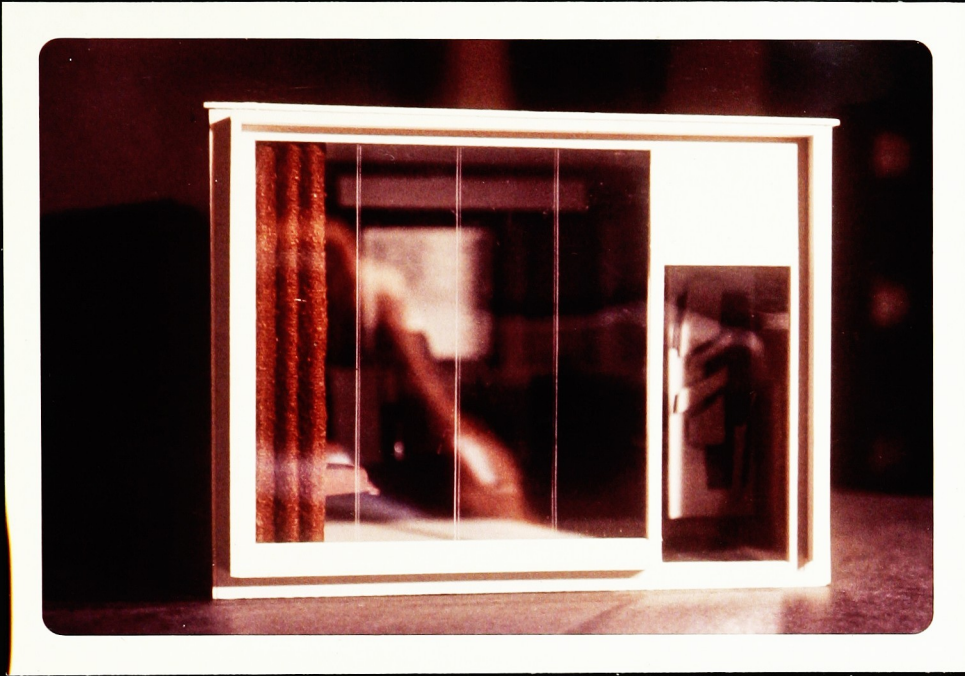


EXHIBIT A

BARBER SHOP

FRONT ELEVATION (Exterior View)

SCALE - $\frac{1}{2}$ " : 1'



EXHIBIT B

BARBER SHOP

INTERIOR VIEW (Left Wall)

SCALE - $\frac{1}{2}$ " : 1'

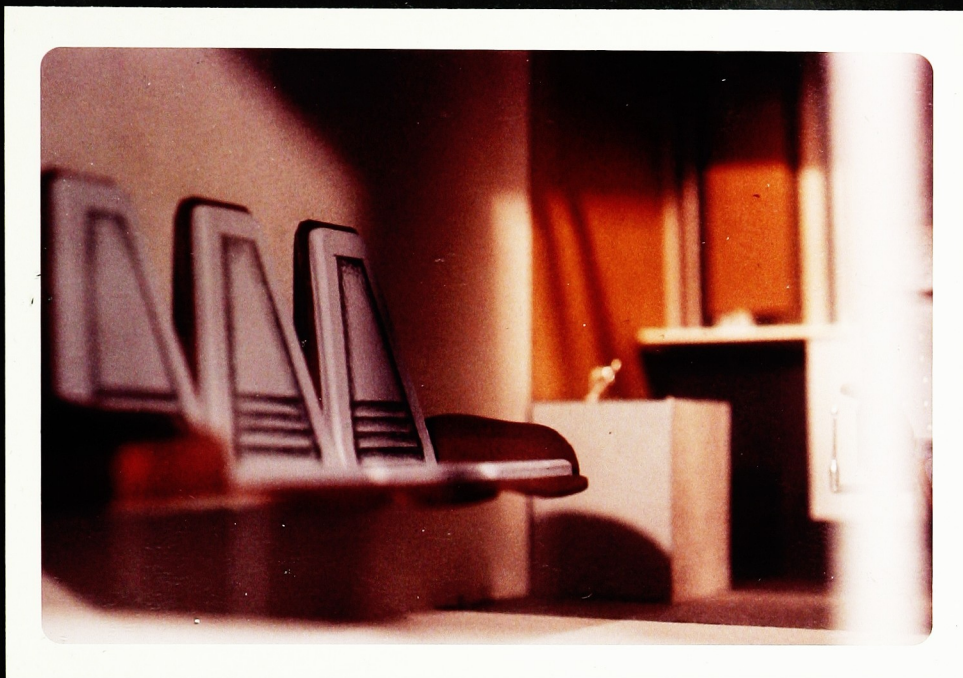


EXHIBIT C

BARBER SHOP

INTERIOR VIEW (Right Wall)

SCALE - $\frac{1}{2}$ " : 1'

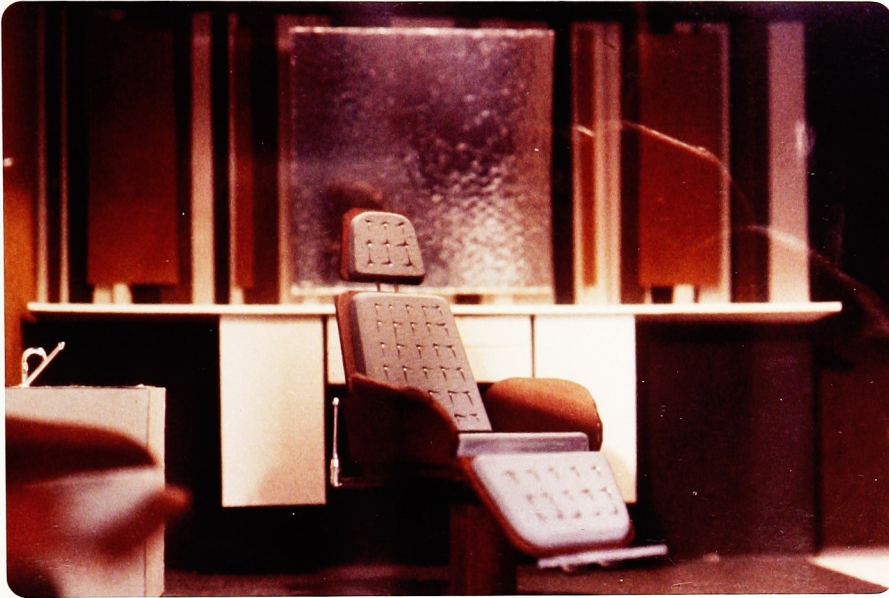


EXHIBIT D

BARBER SHOP

INTERIOR VIEW (Rear Wall)

SCALE - $\frac{1}{2}$ " : 1'

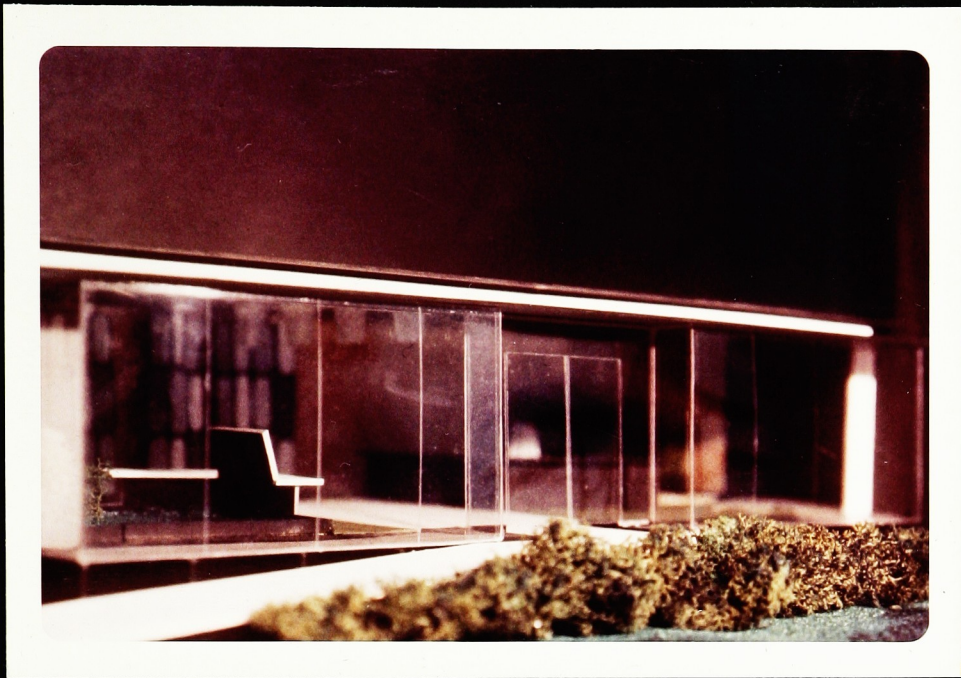


EXHIBIT E

RECEPTION AREA

EXTERIOR VIEW (View at dusk through
tree in front lawn area)

SCALE - 3/8" : 1'



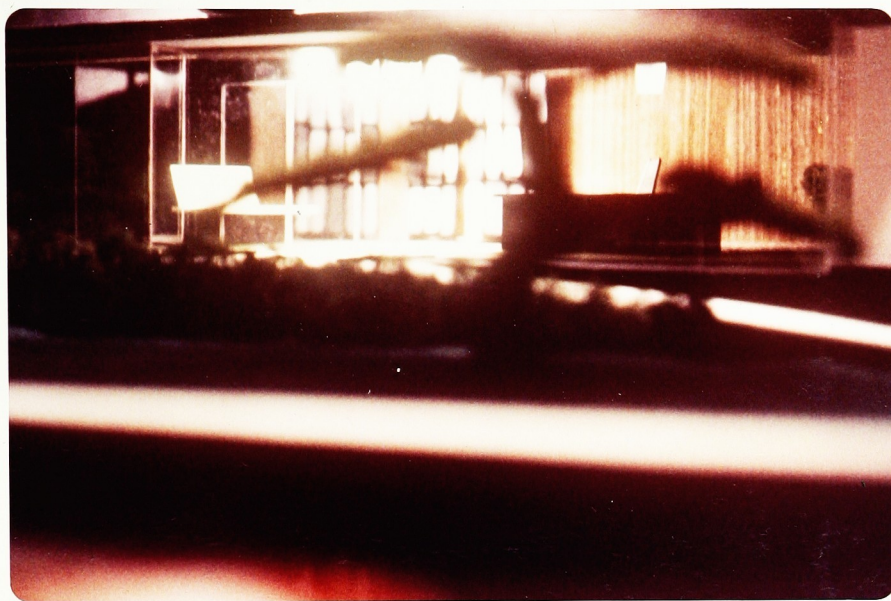
MODEL

EXHIBIT F

RECEPTION AREA TO ADJOINING BUILDING

EXTERIOR VIEW (Left Front Elevation)

SCALE - 3/8" : 1'



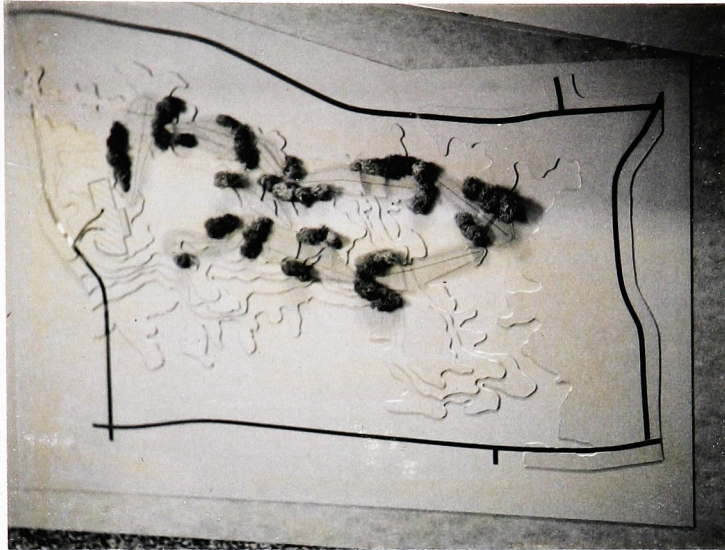
MODEL

EXHIBIT G

RECEPTION AREA

INTERIOR VIEW (Right Front Elevation)

SCALE - 3/8" : 1'



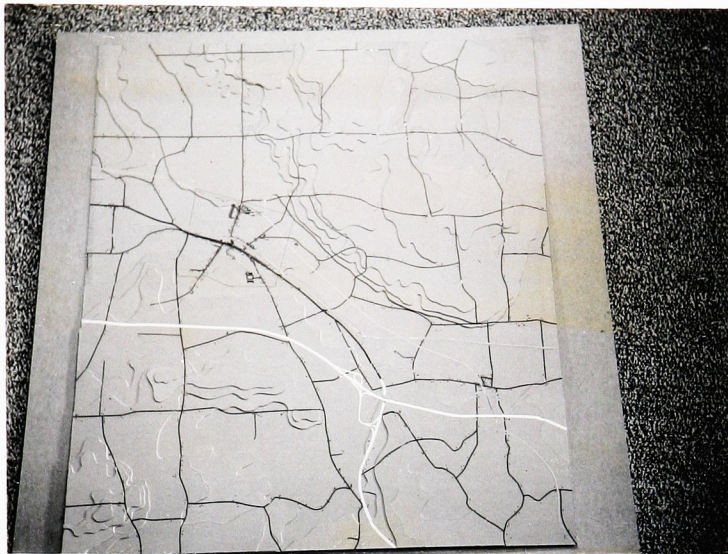
MODELS

EXHIBIT H & I

CONTOUR MAPS

GOLF COURSE WITH APPROPRIATE ELEVATIONS

SCALE - 1" : 333'



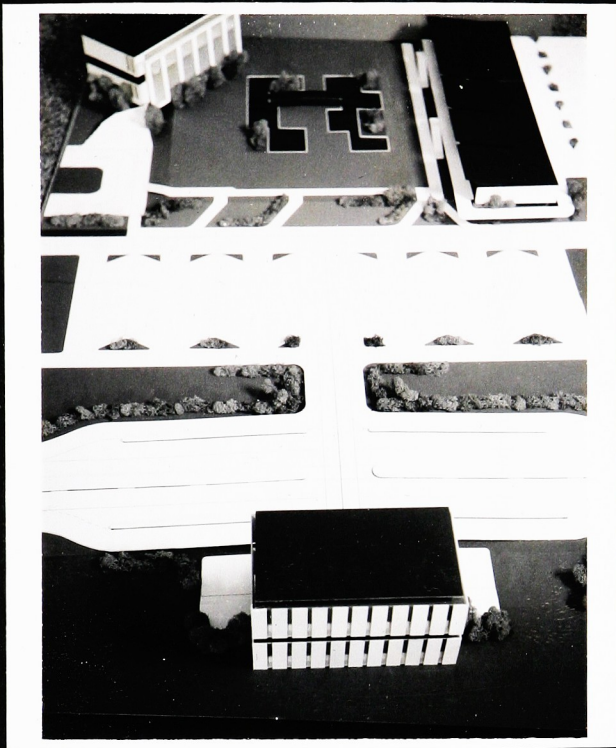
MODELS

EXHIBIT J & K

CONTOUR MAPS

TOWN & VILLAGE OF VICTOR, N.Y. (Top Exhibit looking South; Bottom Exhibit looking North)

SCALE - 1" : 12000'

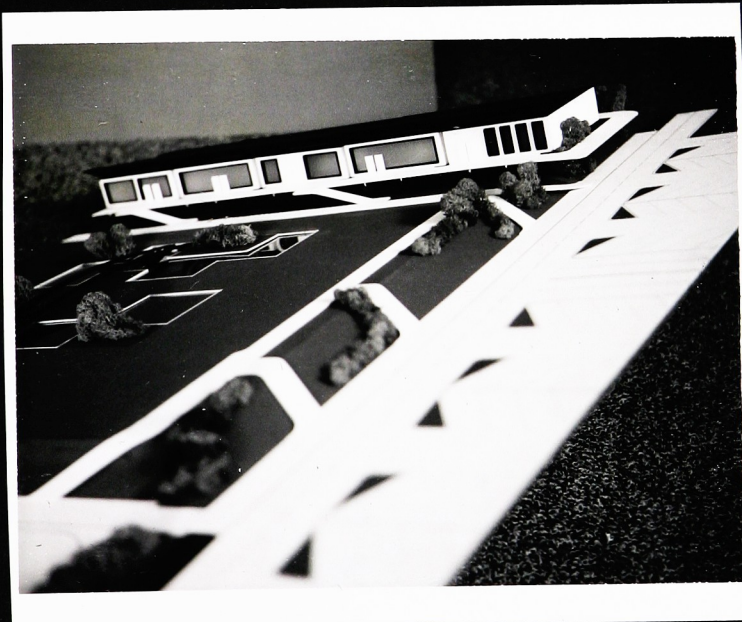
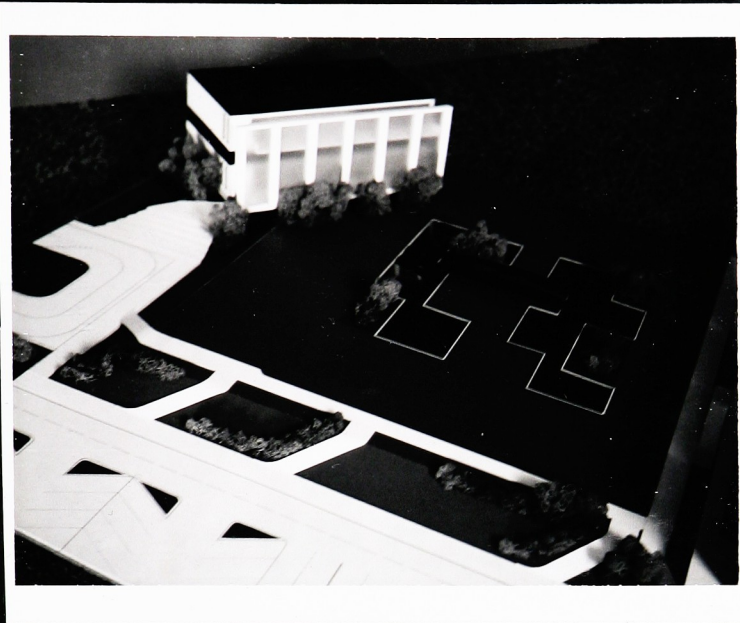


MODEL

EXHIBIT L

MALL OF PROPOSED DEVELOPMENT CENTER (View
looking West)

SCALE - 1/8" : 1'

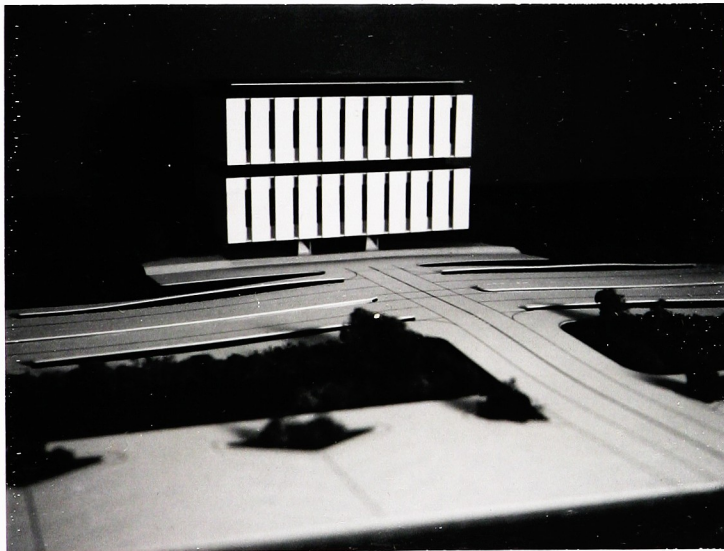


MODELS

EXHIBIT M & N

PROPOSED MALL DEVELOPMENT (Top Picture showing Exhibition Hall; Bottom Picture showing Modular Units for shopping)

SCALE - 1/8" : 1'

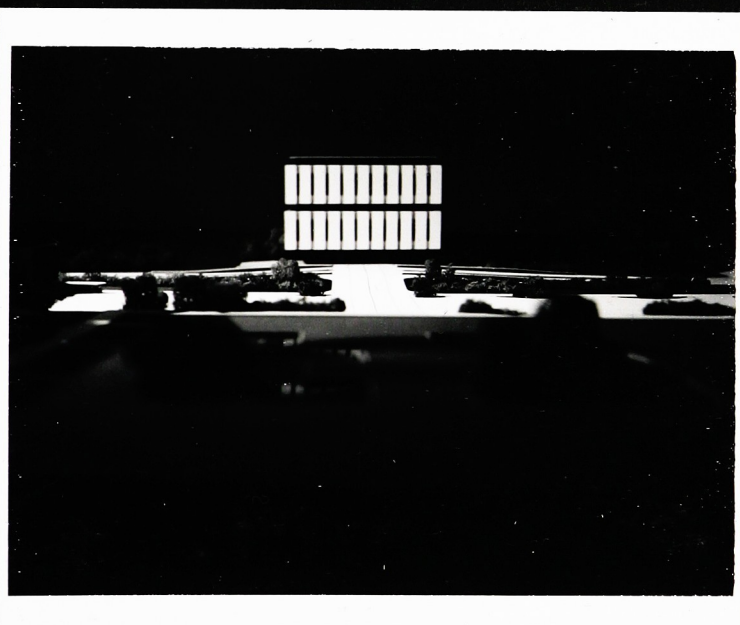
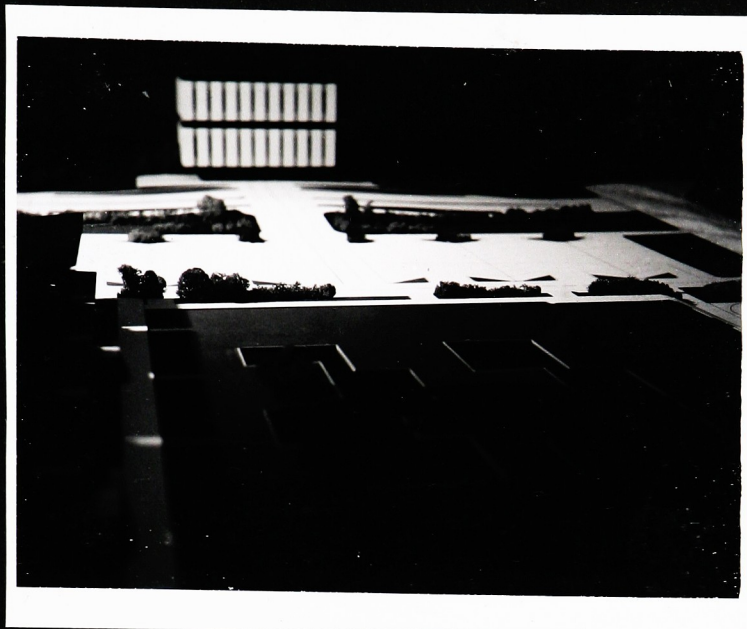


MODELS

EXHIBIT Q & P

PROPOSED MALL DEVELOPMENT (Two Views of
Administrative Building with Highway
changes.

SCALE - 1/8" : 1'

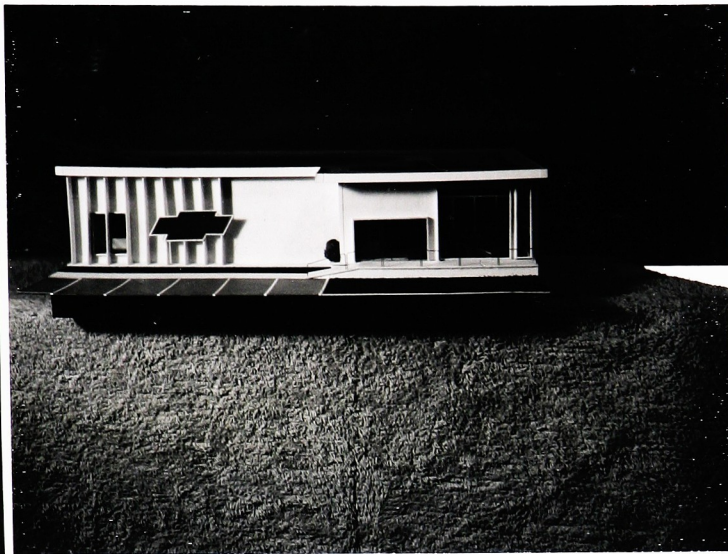


MODELS

EXHIBIT Q & R

PROPOSED MALL DEVELOPMENT (Two Views
looking East across Reflection Pool and
Parking Area)

SCALE - 1/8" : 1'

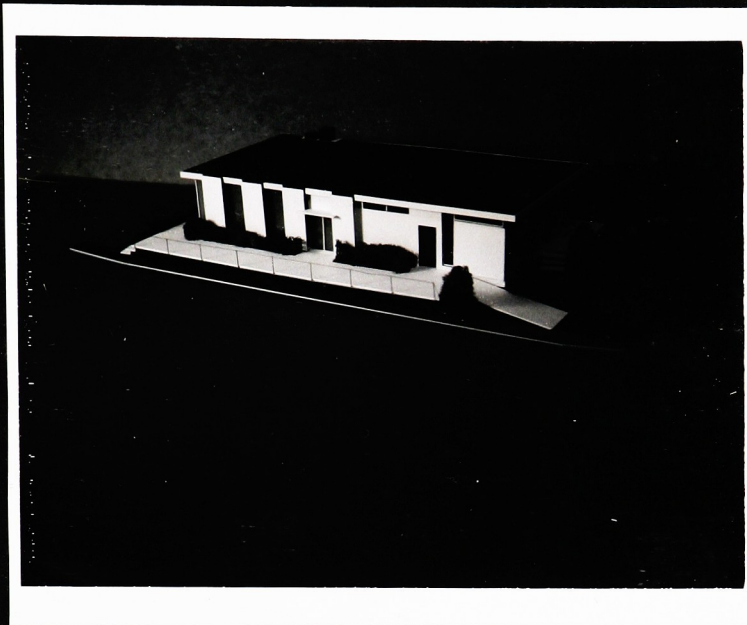


MODEL

EXHIBIT S

AUTOMOBILE SHOWROOM (Exterior View)

SCALE - $\frac{1}{4}$ " : 1'

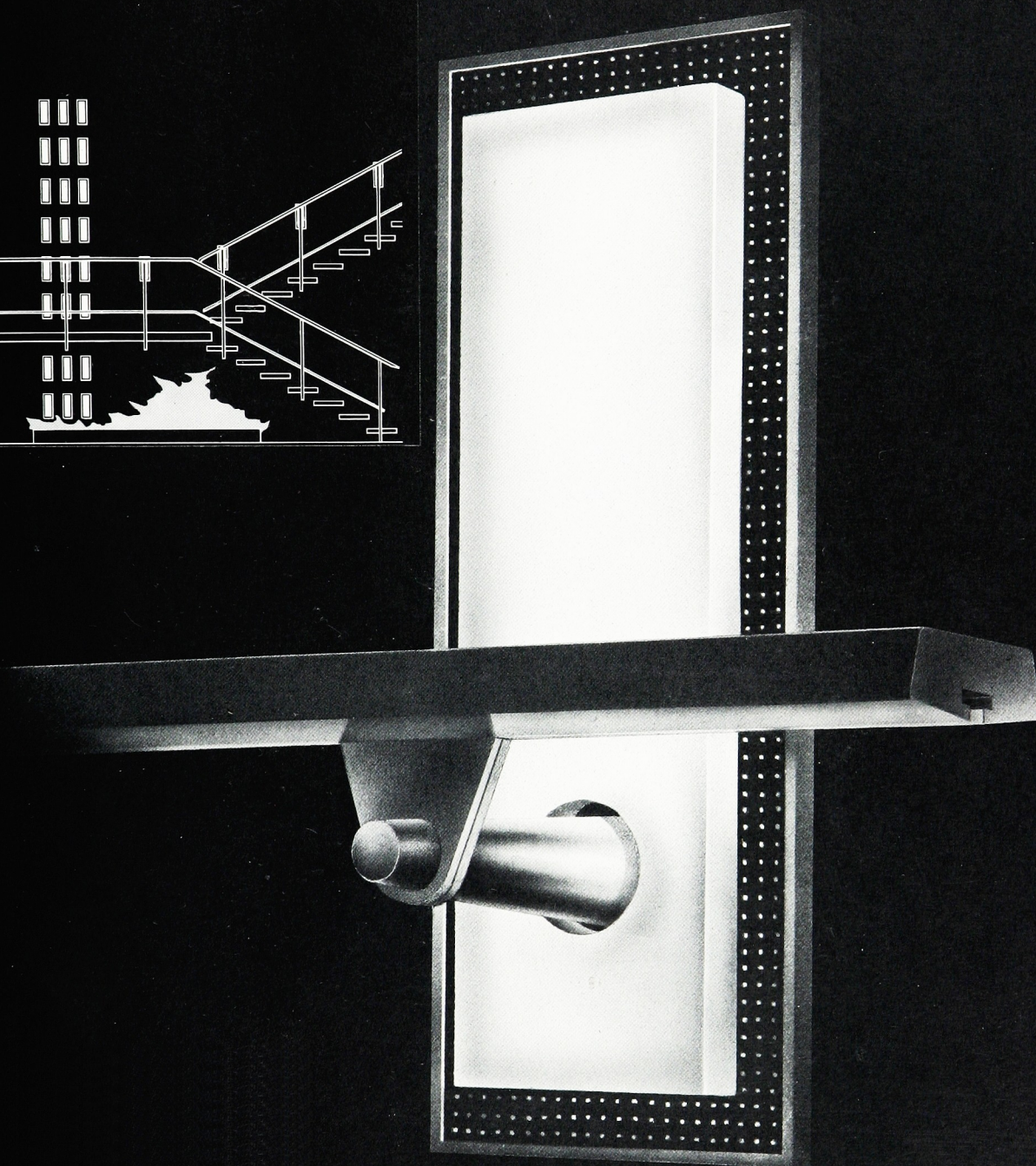
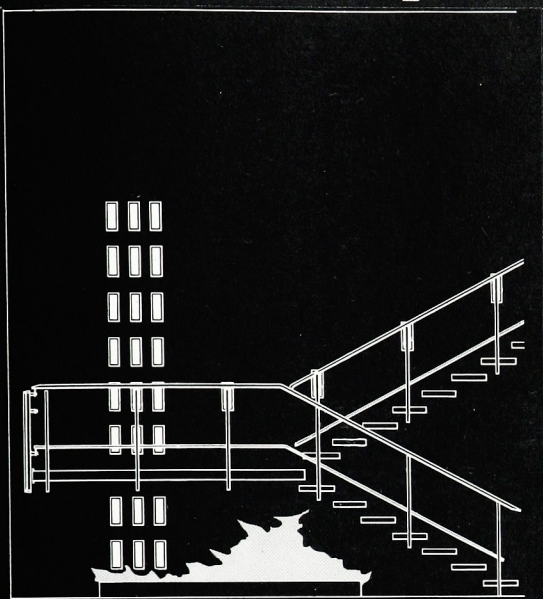


MODELS

EXHIBIT T & U

GOLF CLUB HOUSE (Two Views- Front Elevation)

SCALE $\frac{1}{4}$ " : 1'

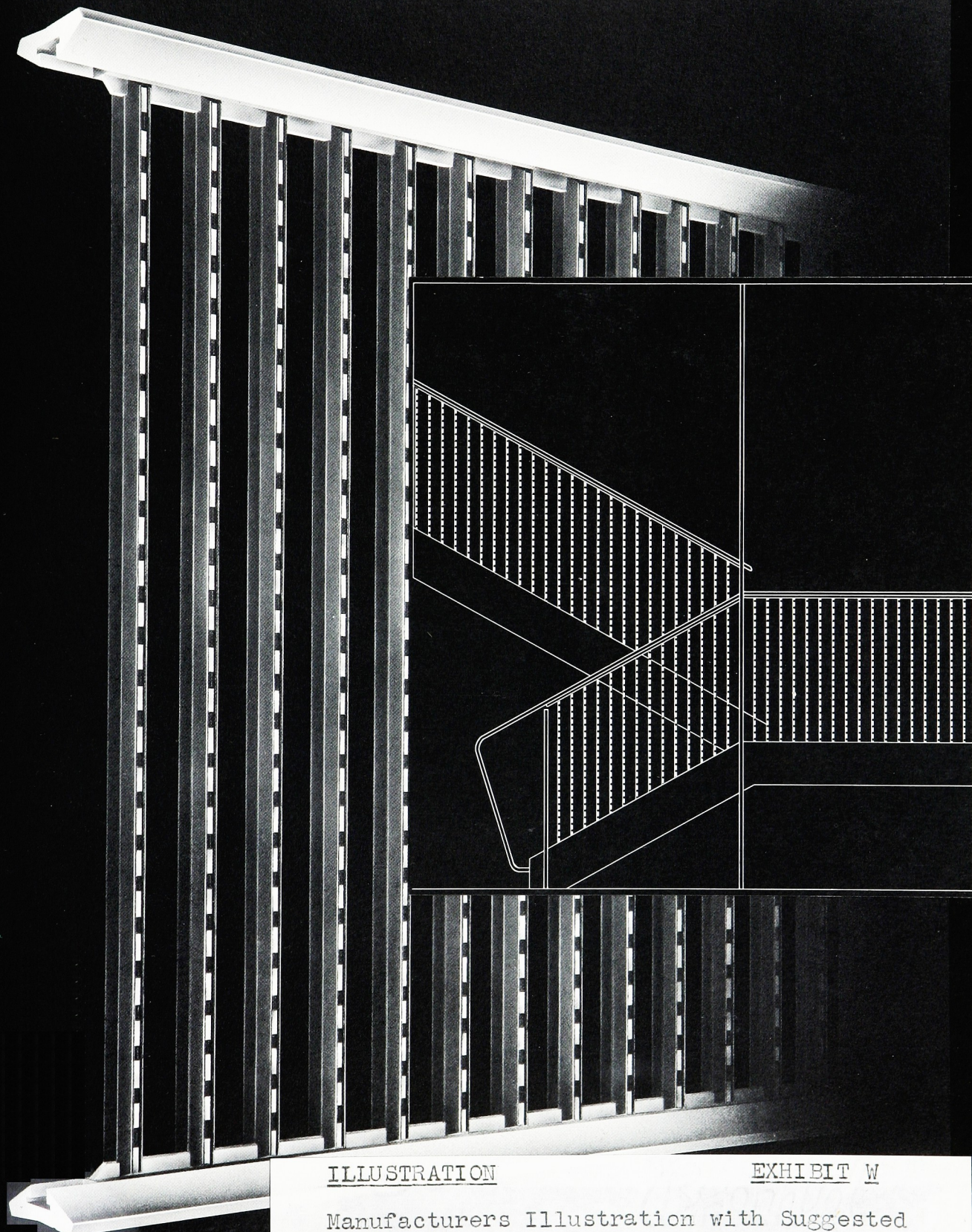


ILLUSTRATION

EXHIBIT V

Manufacturers Illustration with Suggested
Application

SCALE - None

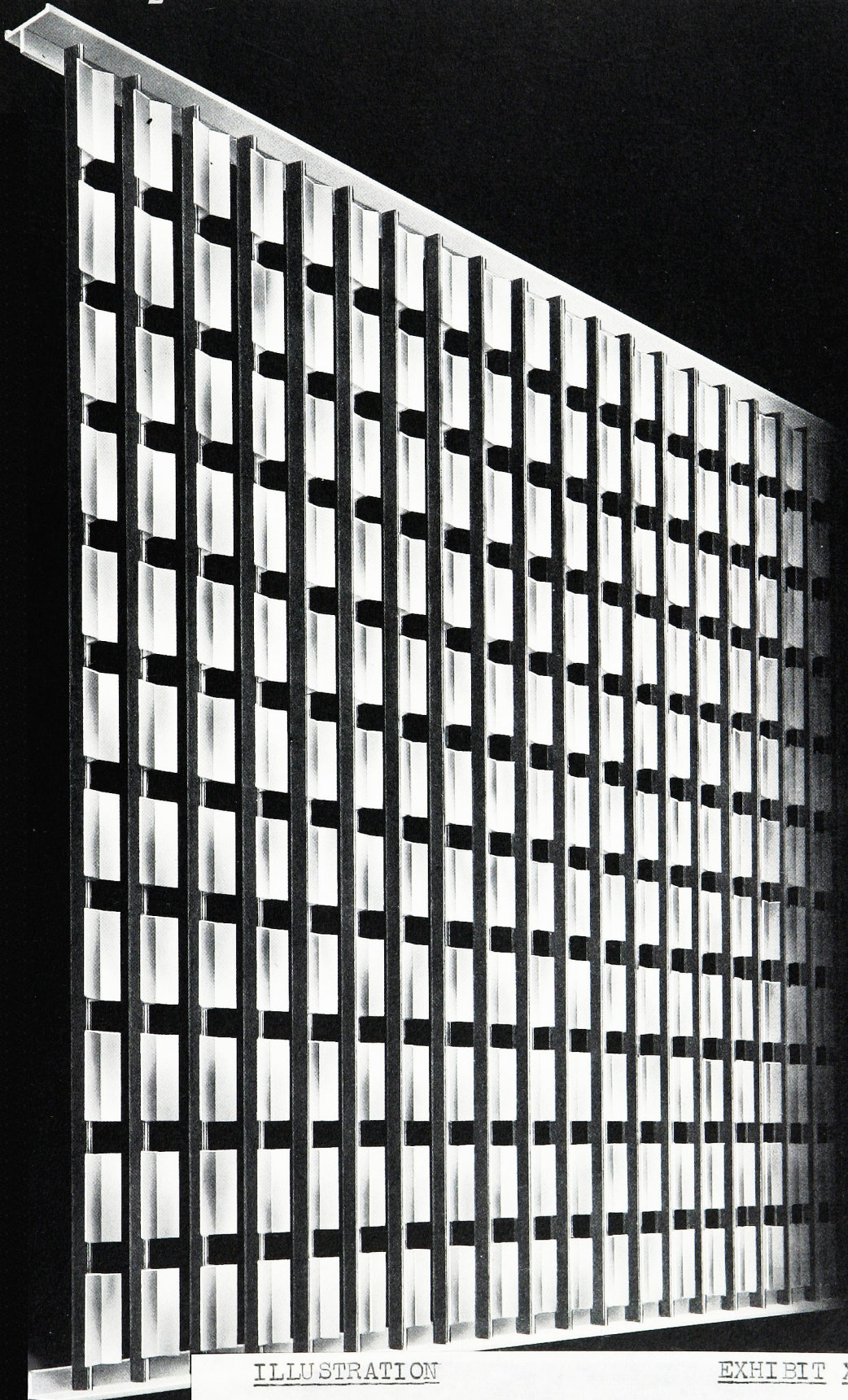
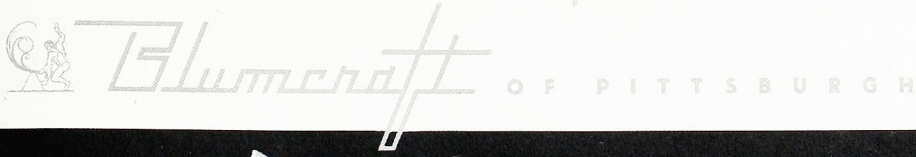


ILLUSTRATION

EXHIBIT W

Manufacturers Illustration with Suggested Application

SCALE - None

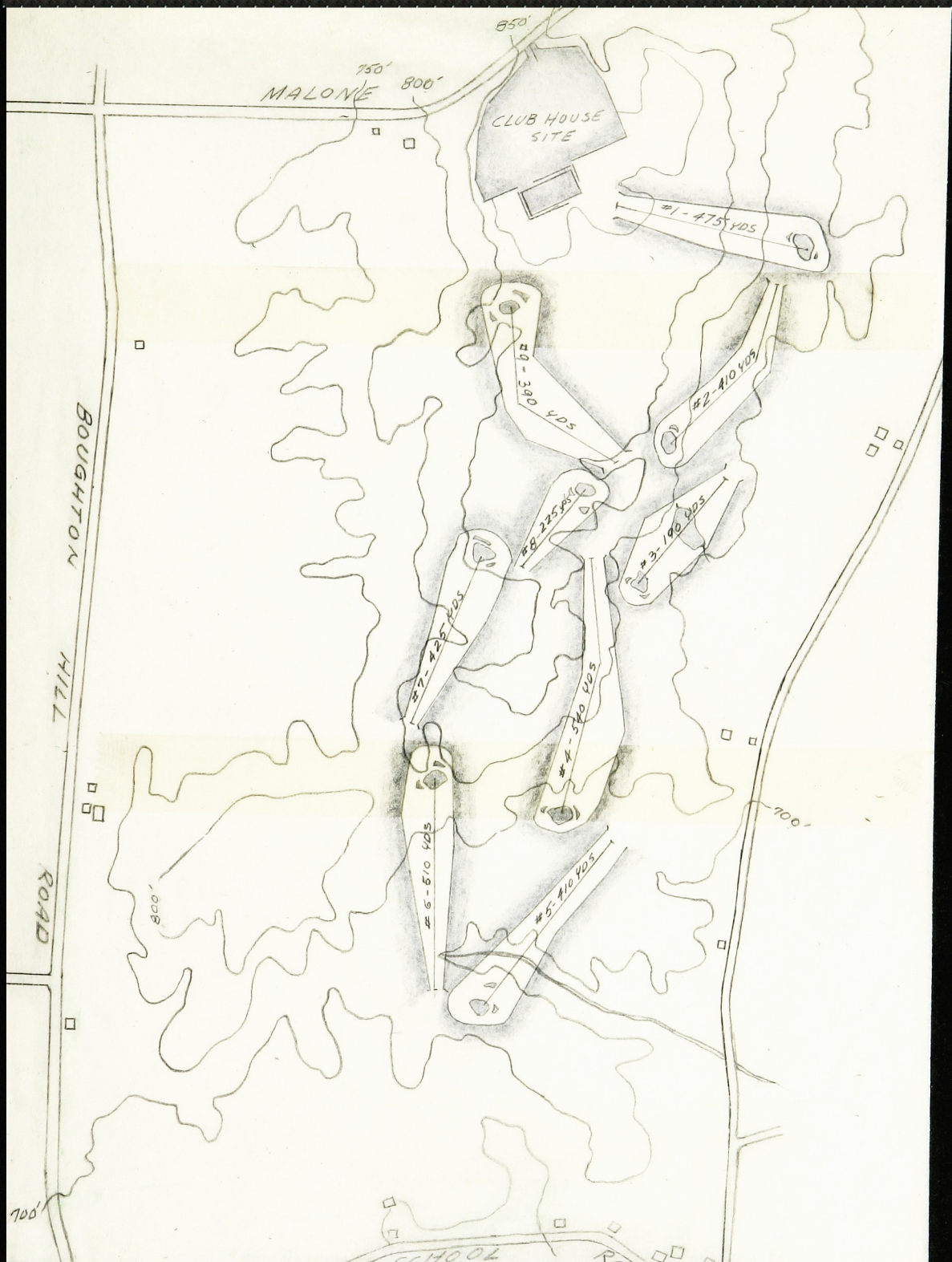


ILLUSTRATION

EXHIBIT X

Manufactures Illustration

Missing Page



MAPS

EXHIBIT Z

Golf Course- Town of Victor

SCALE: None

-47-



MAPS

EXHIBIT AA

Streets & Highways- Town of Victor

SCALE: None



MAPS

EXHIBIT BB

Major Contour Areas (with slopes
over 15%)

SCALE: None

-49-



MAPS

EXHIBIT CC

Major Streams and Drainage Areas

SCALE: None

-50-